

DETAILED ACTION

Continued Examination Under 37 CFR 1.114

A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on September 21, 2009 has been entered.

EXAMINER'S AMENDMENT

An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Chad Thornson on December 2, 2009.

In the claims:

21. (Currently Amended) The transaction card claimed in claim 1, wherein the short term information defines a variable amount applicable at any time throughout the transaction card's life, the variable amount being indicative of club privileges, a due date of a book, a number of video rentals or a number of credits accumulated, and wherein the long term information comprises a printed image or information stored on a magnetic strip or embedded chip.

22. (Currently Amended) The system claimed in claim 5, wherein the short term information defines a variable amount applicable at any time throughout the transaction card's life, the variable amount being indicative of club privileges, a due date of a book, a number of video rentals or a number of credits accumulated, and wherein the long term information comprises a printed image or information stored on a magnetic strip or embedded chip.

REASONS FOR ALLOWANCE

The following is an examiner's statement of reasons for allowance:

Regarding Independent Claims 1 and 5

Claims 1 and 5 discusses a display tag including a character display for displaying short term information, the character display having optical states that are stable without power and viewable from one side of the tag, the display tag also including an array of contacts for addressing the character display from the other side of the tag, the array of contacts being directly connected to the character display via conductive traces, the display tag being located in the recess with the character display being viewable through the viewing window.

The most remarkable prior arts on record is to Freeman et al. (U.S. Patent 6,019,284) and Tuttle (U.S. Reissued Patent 40,137). Freeman is directed to a chip card including a flexible body at least one semiconductor chip supported within the flexible body and comprising a memory for storing the information; a display element capable of displaying at least a portion of the information stored in the semiconductor chip, the display element being supported within the flexible body and comprising display areas viewable from at least one side of the chip card; Freeman et al., *Abstract*. Tuttle is directed to a method of forming an integrated circuit within a substrate by providing a recess in a substrate, printing an antenna within the recess and providing an integrated circuit chip and a battery in electrical connection with the antenna. Tuttle, *Abstract*.

Freeman et al. nor Tuttle teach the structural limitations of the claimed invention, wherein a display tag including a character display for displaying short term information, the character display having optical states that are stable without power and viewable from one side of the tag, the display tag also including an array of contacts for addressing the character display from the other side of the tag the array of contacts being directly connected to the character display via conductive traces. Moreover, none of the prior art of record remedies the deficiencies found in Freeman et al. and Tuttle or could be combined with any other reference to produce the claimed invention.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Drawings

New corrected drawings in compliance with 37 CFR 1.121(d) are required in this application because reference numbers on Figures 1-7 pages 1-6, within the Applicant submitted Drawings are handwritten. Applicant is advised to employ the services of a competent patent draftsman outside the Office, as the U.S. Patent and Trademark Office no longer prepares new drawings. The corrected drawings are required in reply to the Office action to avoid abandonment of the application. The requirement for corrected drawings will not be held in abeyance.

Conclusion

The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

Freeman U.S. Patent 6,019,284 February 1, 2000 discloses a flexible chip card with display.

Tuttle U.S. Reissued Patent 40,137, March 8, 2008 discloses a method for forming integrated circuits within substrates.

Stephenson U.S. Patent Application Publication 2002/0135707, September 26, 2002 discloses rewritable display having a dielectric spacing layer.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to ASHFORD HAYLES whose telephone number is (571)270-5106. The examiner can normally be reached on Monday - Friday 8:00 A.M.- 5:00 P.M..

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Matthew S. Gart can be reached on 571-272-3955. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300. Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For

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more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Matthew S Gart/
Supervisory Patent Examiner, Art
Unit 3687

/A. H./
Examiner, Art Unit 3687